

# BEHAVIORAL PROFILING

*Time-Tested, Validated, Reliable*

## History of DISC

The **Behavioral Profile** implements the concepts of **DISC**, based on the work of Dr. William Moulton Marston. In 1928 he published a book, The Emotions of Normal People, in which he described the theory we use today.

The profile is a behavioral assessment designed to accurately measure the four dimensions of normal behavior. Its validity has been scientifically tested. It provides a report with insights and information on specific graphs, including:

- Work Environment
- Adapted and Natural Behavior
- General Characteristics
- Key Strengths
- Tendencies
- Improving Effectiveness
- Words That Don't Work
- Keys to Adapting Effective Communications
- Communicating with Others

## Most Popular Applications

- Interpersonal Communications
- Interview Preparation
- Professional Correspondence Composition
- Portfolio Material
- Self-Development
- Team Building
- Customer Service
- Management Development
- Sales Training

Behavioral information for both a person's natural and adapted style are easily explained to help understand the differences. Years of straightforward application and testing of every nuance has proven this to be the behavioral assessment you can trust.

## Lowest Reading Level

The profile has the lowest reading level of behavioral instrument in the industry in order to deliver practicality for every business situation. The assessment form is the most adaptable to both top management and support personnel with understanding for each.

## Behavioral Factors

### **D Dominance—Challenge**

*How you respond to problems or challenges*

### **I Influence—Contacts**

*How you influence others to your point of view.*

### **S Steadiness—Consistency**

*How you respond to the pace of the environment.*

### **C Compliance--Constraints**

*How you respond to rules and procedures set by others.*

*"All people exhibit all four behavioral factors in varying degrees of intensity."*

*—W.M. Marston*

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